R J Reynolds Tobacco Company

Mark Young
New York Metro

Date: November 14, 1997

To: Dave Wilmesher

Subject: Customer Entertainment 1998

Dear Dave,

Listed below are the recommended customers for the company events scheduled for 1998:

Lake Tahoe Customer Outing:

1. **Ed Berro / Barry Feldman** (Harold Levinson & Associates). This is the largest Direct Account in the Region. I've listed both individuals for invitations due to the fact that only "One" will be away from the business at a time. Since Ed and Rita do not golf, I feel they will accept the invitation.

2. **Gary Montano** (President Montano Cigarette Company). With the recent purchase of two existing direct accounts in Connecticut, Montano is now our third largest direct account behind Levinson and Stommel. Gary is very hard to entertain especially since he does not play golf.

4. **Robert (Bob) Page** (President / Quick Chek Stores NJ). As you are aware, for the past 2 to 3 years Bob has turned down all the high-level golf events that we have invited him to. Back in 1991, I took Bob and his wife Olga to Tahoe. Bob's wife Olga has mentioned several times since then how much she personally enjoyed the trip. I feel that they will probably accept knowing that I will also be attending.

5. **John Lagana** (President / South Beach Novelties & Confectionery). A strong partner of RJR located on Staten Island. John is a key player with the NY State Tobacco & Candy association (director). John is extremely hard to entertain due to the fact that he doesn't play golf, no interest in Nascar, etc .... he is a gambler.

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6. **Gary Charboneau** (Sr.VP Sales & Marketing / Dwane Reade Drugs). A very progressive / category driver with 66 stores in New York City. This high volume chain (350+ cartons / wk.) will be a strong player even when the FDA regulations are implemented.

Since Hess Oil will be covered by Jim, these 6 individuals represent the most important customers in the region to entertain in Tahoe. With all the above, it will help if I become closer (personally) with these Key Customers.

Sales Area Golf Outing:

1.	Herb Lefkowitz	President	Consolidated Simon Distributors (NJ)
2.	Barry Feldman	Vice Pres.	Harold Levinson & Associates (NY)
3.	Tony Siciliano	President	Empire Tobacco & Candy Co. (NY)
4.	Steve Rosenthal	President	Bonanza Too, LLC (NY)
5.	Mark Lefkowitz	Vice Pres.	Consolidated Simon Distributors (NJ)

The Vantage:

1.	Barry Feldman	Vice Pres.	Harold Levinson & Associates (NY)
2.	Robert Page	President	Quick Chek Stores (NJ)
3.	Jim McGuire	VP Oper.	Twin County Grocers (NJ)
4.	Perry Sumas	President	Village Supermarkets (NJ)
5.	Steve Rosenthal	President	Bonanza Too, LLC (NY)

Top to Top Meetings:	None	
Nascar Races:	None	
Las Vegas Classic:	None	
Masters:	None	
VIP Hunting Trip:	None	
Nascar/drag driving school:	None	
NASCAR Banquet:	Charlie Iszard	Amarada Hess
US Open Tennis:	Ed Berro	President Harold Levinson & Associates (if we participate in the event in 1998)

Sincerely,

Mark Young

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